

**DOCKET NO.:** YCI-0102  
**Application No.:** 09/584,805  
**Office Action Dated:** July 31, 2006

**PATENT**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of:

**Peter M. Redling**

Confirmation No.: **2289**

Application No.: **09/584,805**

Group Art Unit: **2623**

Filing Date: **May 31, 2000**

Examiner: **Hunter Lonsberry**

For: **INTERACTIVE TELEVISION ADVERTISING METHOD**

Mail Stop AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

**REPLY PURSUANT TO 37 CFR § 1.116**

In response to the Official Action dated **July 31, 2006**, reconsideration is respectfully requested in view of the amendments and/or remarks as indicated below:

- Amendments to the Specification** begin on page of this paper.
- Amendments to the Claims** are reflected in the listing of the claims which begins on page 2 of this paper.
- Amendments to the Drawings** begin on page of this paper and include an attached replacement sheet.
- Remarks** begin on page 8 of this paper.